

ASCII Group Asks Resellers to Unite and Remember With Electronic Ribbon

By [Chandra Steele](#)



11:36 AM EDT Mon. Sep. 17, 2001

From the September 17, 2001 issue of VARBusiness

The computer reseller channel has found a way to show its support for the United States and its relief efforts in the wake of last Tuesday's attacks. The ASCII Group (ASCII), the world's largest community of independent computer resellers, has created a red, white and blue electronic ribbon for its members to place on their websites and to pass along to others.

ASCII is encouraging companies, regardless of their industry, to place the ribbon on their websites.

Deborah Schneider, market manager at ASCII, says the idea was developed in-house.

"We got a lot of support from our members, industry officials and businesses," Schneider says.

ASCII has over 2,000 members and Schneider says many of them are participating and have welcomed the way to show their support.

Those who wish to obtain a copy of the ribbon of unity can visit www.ascii.com and right click on the ribbon on the left hand side of the site and copy it or e-mail dschneider@ascii.com for the graphic file.

Bethesda, Md.-based ASCII provides technology tools, products and services to assist independent information technology resellers in increasing profits, reducing costs, and growing their respective businesses.

Schneider says the company is looking into other ways to aid the relief effort, possibly including donating the proceeds from a day of work. The company also has a list of ways individuals can help on its site.